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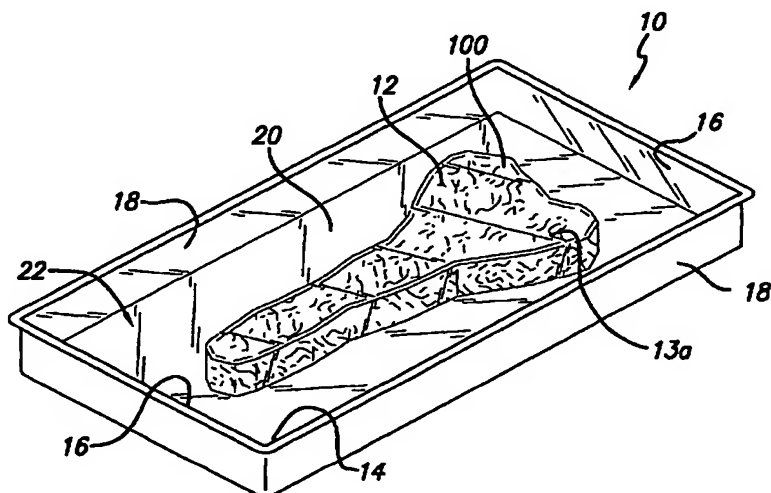
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(54) Title: IMPROVED PACKAGING METHOD THAT CAUSES AND MAINTAINS THE PREFERRED RED COLOR OF FRESH MEAT



(57) Abstract: The present invention is a method for improving the visual appearance of a food product (12) and a film (22) utilized in the method. The film includes an effective amount of a nitrogen-containing compound contained within or applied to one side of the film and adapted to contact a food item held within a food packaging container (10). Upon contacting the food item within the container, the nitrogen-containing compound forms nitrous oxide gas within the container, because of the contact of the compound with and dissolution into the juices of the food product. Thus, the physical contact of the packaging film with the food product causes a preferred reddish bloom to appear on the viewing surface (100) of the food item without effecting the appearance, performance or color of the interior of the food product.

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